

EXHIBIT 115

PUBLIC

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES OF AMERICA,)
et al.,)
)
Plaintiffs,) Case No.
) 1:23-cv-
vs.) 000108-LMB-
) JFA
GOOGLE LLC,)
)
Defendant.)

Monday, September 18, 2023
12:05 p.m.

Remote Zoom Videotaped Deposition of
OMRI FARBER, held before Stacey L. Daywalt, a
Court Reporter and Notary Public of the
District of Columbia.

Job No. CS6095791


| | |
|--|---|
| <p style="text-align: right;">Page 18</p> <p>1 it.</p> <p>2 Q. Okay. In your answer you stated:</p> <p>3 "It provided benefits for value for the</p> <p>4 advertiser because they were no longer supply</p> <p>5 constrained."</p> <p>6 Do you recall that?</p> <p>7 A. Yes.</p> <p>8 (Simultaneous crosstalk.)</p> <p>9 THE WITNESS: Or less supply</p> <p>10 constrained, to be accurate.</p> <p>11 Q. Less supply -- okay.</p> <p>12 Can you explain to me what you mean</p> <p>13 by advertise being less supply constrained.</p> <p>14 A. Sure.</p> <p>15 So if you are an advertiser, your --</p> <p>16 actually, let's zoom out one step back for this</p> <p>17 answer to be clear and complete.</p> <p>18 Advertisers would have different</p> <p>19 outcomes fundamentally. These outcomes can be</p> <p>20 reaching as many people as possible, all the</p> <p>21 way through getting very, very well targeted</p> <p>22 ads towards a specific outcome, which we often</p> <p>23 refer to as a conversion. So this would be</p> <p>24 anything like mobile app install, purchasing a</p> <p>25 shirt online, anything like this.</p> | <p style="text-align: right;">Page 20</p> <p>1 win. Only one advertiser will actually have</p> <p>2 their outcome delivered to them. 99 would</p> <p>3 lose. 99 would not see value. They would not</p> <p>4 pay for the impression, but they would also not</p> <p>5 see value.</p> <p>6 THE REPORTER: I'm sorry.</p> <p>7 THE WITNESS: Still too fast?</p> <p>8 THE REPORTER: Go back to "99 would</p> <p>9 lose."</p> <p>10 It's the combination of you're far</p> <p>11 away, there is an accent involved, no offense</p> <p>12 to you, but for me that's difficult to hear.</p> <p>13 THE WITNESS: I'll try to be closer</p> <p>14 to the mic. Sure.</p> <p>15 So I think the last thing we said</p> <p>16 99 -- one will win and 99 will lose?</p> <p>17 THE REPORTER: Yes.</p> <p>18 THE WITNESS: Perfect.</p> <p>19 What this means is that as long as</p> <p>20 there are less impressions available than</p> <p>21 advertisers, or what we refer to as demand,</p> <p>22 wanting to buy impressions, we will not be able</p> <p>23 to deliver value to those other 99 advertisers</p> <p>24 that would lose on the auction.</p> <p>25 How do you address this problem?</p> |
| <p style="text-align: right;">Page 19</p> <p>1 Now, when advertisers want to</p> <p>2 fulfill their objective or the outcome that</p> <p>3 they pay money for, they need their ad to get</p> <p>4 to a person on the other side.</p> <p>5 There are fundamentally more</p> <p>6 advertisers than supply or more budgets than</p> <p>7 supply, and this is how you could have an</p> <p>8 effective auction for a single impression</p> <p>9 opportunity. So you would have multiple</p> <p>10 advertisers trying to buy a single impression</p> <p>11 opportunity. This is not unique to Meta. This</p> <p>12 is how any media buying happens in digital</p> <p>13 world today. Many people try to buy a single</p> <p>14 impression, a single opportunity, to sell of an</p> <p>15 ad and this is being served.</p> <p>16 Now, prior to Audience Network,</p> <p>17 advertisers who came to Meta could only buy</p> <p>18 impressions for whatever outcome they tried to</p> <p>19 achieve on those surfaces, on Meta's owned</p> <p>20 surfaces.</p> <p>21 Now, for simplicity let's assume</p> <p>22 that there is only one impression opportunity</p> <p>23 available per one day per one user, whereas</p> <p>24 there are a hundred advertisers that are trying</p> <p>25 to get to this user. Only one advertiser could</p> | <p style="text-align: right;">Page 21</p> <p>1 You -- if you want to serve more advertiser</p> <p>2 value, you want to create more supply. You</p> <p>3 want to make this one impression opportunity</p> <p>4 into more impression opportunities.</p> <p>5 And this is fundamentally how</p> <p>6 Audience Network makes advertisers or demand</p> <p>7 less supply constrained, because instead of</p> <p>8 being restricted to the one impression that</p> <p>9 they can achieve on Facebook's owned and</p> <p>10 owned [sic] surfaces, now they can achieve more</p> <p>11 across multiple publications.</p> <p>12 BY MR. BITTON:</p> <p>13 Q. Thank you, Mr. Farber.</p> <p>14 Did the -- did Meta launch the Meta</p> <p>15 Audience Network in part as a response to</p> <p>16 digital advertising business models of other</p> <p>17 competitors?</p> <p>18 MS. WOOD: Objection to the form,</p> <p>19 leading.</p> <p>20 THE WITNESS: Should I go ahead</p> <p>21 or -- oh.</p> <p>22 I don't think that the stake was --</p> <p>23 I don't know exactly what happened in the room</p> <p>24 or I can't attest exactly to the decisions that</p> <p>25 drove Meta at this level back in 2014 because</p> |

| | |
|--|--|
| <p style="text-align: right;">Page 22</p> <p>1 it precedes me for -- by quite a lot.</p> <p>2 On my personal capacity, I can say</p> <p>3 that our focus has always been advertiser</p> <p>4 value, and still is today, has been advertiser</p> <p>5 value, publisher value, user value.</p> <p>6 And so whilst Meta would have made</p> <p>7 moves to align with industry as it's</p> <p>8 progressing as any actor would, I don't know</p> <p>9 that this was their fundamental. Fundamentally</p> <p>10 the problem was we wanted to create more</p> <p>11 ecosystem value, and Audience Network was the</p> <p>12 best bet to do it at the time.</p> <p>13 BY MR. BITTON:</p> <p>14 Q. Okay. Mr. Farber, who does the</p> <p>15 Audience Network consider to be its customers?</p> <p>16 A. We tend to think about three</p> <p>17 customer groups fundamentally, or people we</p> <p>18 serve.</p> <p>19 The first one would be advertisers.</p> <p>20 Again, as we just explained, we create</p> <p>21 additional value for advertisers by giving them</p> <p>22 more supply, more opportunities to make good on</p> <p>23 their advertiser outcomes, whatever they set to</p> <p>24 achieve.</p> <p>25 The second set would be Meta's</p> | <p style="text-align: right;">Page 24</p> <p>1 THE REPORTER: Thank you.</p> <p>2 BY MR. BITTON:</p> <p>3 Q. Approximately how many publisher</p> <p>4 customers does the Meta Audience Network serve?</p> <p>5 A. Between 14,000 and 16,000.</p> <p>6 Q. Okay. How does the Meta Audience</p> <p>7 Network try to attract publisher customers?</p> <p>8 A. We -- Meta Audience Network has an</p> <p>9 established sales force. Generally our</p> <p>10 investments into acquisitions sit within those</p> <p>11 sales forces.</p> <p>12 We are fairly well-known in the</p> <p>13 industry, so publishers tend to come to us. We</p> <p>14 also have a very straightforward and easy</p> <p>15 on-boarding process for publishers, which is</p> <p>16 very much catered towards anything from very</p> <p>17 small businesses to enterprise. And so our</p> <p>18 accessibility, our sales force and the fact</p> <p>19 that we are fairly well-known tend to</p> <p>20 be an attractive enough proposition for most</p> <p>21 publishers. It's not a heavy investment as a</p> <p>22 whole.</p> <p>23 Q. And what is the value proposition</p> <p>24 that the Meta Audience Network offers</p> <p>25 publishers?</p> |
| <p style="text-align: right;">Page 23</p> <p>1 publishers. These are the app developers that</p> <p>2 monetize their -- like we said, digital</p> <p>3 entities through ads.</p> <p>4 THE REPORTER: "These are the"?</p> <p>5 I'm sorry.</p> <p>6 (Simultaneous crosstalk.)</p> <p>7 THE WITNESS: These are the app</p> <p>8 developers that monetize on the digital</p> <p>9 entities with ads.</p> <p>10 Bear in mind, advertisers and</p> <p>11 publishers can often be the same. So a</p> <p>12 publisher will also be an advertiser and vice</p> <p>13 versa.</p> <p>14 And the last group of customers or</p> <p>15 people we create value for are the users. By</p> <p>16 allowing users to use apps that require ad</p> <p>17 views or ad interruptions or impressions,</p> <p>18 instead of paying with money, we create a</p> <p>19 system where users can use apps without to pay</p> <p>20 cash or with paying less cash through an ad</p> <p>21 supported monetization model.</p> <p>22 THE REPORTER: "Through an ad</p> <p>23 supported?"</p> <p>24 What was the last part?</p> <p>25 THE WITNESS: Monetization model.</p> | <p style="text-align: right;">Page 25</p> <p>1 A. For publishers we offer a path to</p> <p>2 monetize their digital entities. This is the</p> <p>3 main buy position with high quality ads that</p> <p>4 feed to high quality user experiences.</p> <p>5 Publishers want to monetize, but</p> <p>6 publishers also want to make sure that users</p> <p>7 have a good experience on their app so they</p> <p>8 don't churn, they don't leave the app.</p> <p>9 And so high quality ads that are</p> <p>10 well suited to the clients, to the users and</p> <p>11 allow the publishers to monetize is the core of</p> <p>12 the value prop.</p> <p>13 Q. So how many advertisers does the</p> <p>14 Meta Audience Network serve?</p> <p>15 A. So Meta is open to -- Meta Audience</p> <p>16 Network is open to all Meta advertisers, which</p> <p>17 are in the millions. I don't know the exact</p> <p>18 figure off the top of my head.</p> <p>19 Advertisers then have a choice of</p> <p>20 whether or not they want to opt in or serve</p> <p>21 their ads through Audience Network, which is</p> <p>22 completely up to the advertiser. I believe</p> <p>23 today about 50 percent of campaigns or</p> <p>24 advertisers opt in to serve their ads, so a few</p> <p>25 million. I don't have the exact number.</p> |

| | |
|---|---|
| <p style="text-align: right;">Page 26</p> <p>1 Q. Is -- is part of the value</p> <p>2 proposition of the Meta Audience that the Meta</p> <p>3 Audience Network offers publishers the number</p> <p>4 of advertisers that the Meta Audience Network</p> <p>5 serves?</p> <p>6 MS. WOOD: Objection, form, leading.</p> <p>7 THE WITNESS: I don't know that</p> <p>8 publishers per se care about the number of</p> <p>9 advertisers that they can have a connection</p> <p>10 with. It's not something that we've thoroughly</p> <p>11 dived into in inbound, et cetera.</p> <p>12 Publishers care, again, about</p> <p>13 revenue and about high quality demand, being</p> <p>14 safe, clean, high quality ads. I think this is</p> <p>15 what's attracting. It's not the sheer number.</p> <p>16 Numbers don't mean a lot if they don't have a</p> <p>17 lot of quality or value for publishers.</p> <p>18 BY MR. BITTON:</p> <p>19 Q. Does Meta Audience Network have a</p> <p>20 contract with each publisher that it serves?</p> <p>21 A. We do.</p> <p>22 Q. Why?</p> <p>23 A. Why do we have a contract with each</p> <p>24 publisher?</p> <p>25 Q. Yes.</p> | <p style="text-align: right;">Page 28</p> <p>1 you as a whole. And maintaining a really</p> <p>2 direct relationship is critical in having those</p> <p>3 contracts or having those contracts is critical</p> <p>4 in maintaining those direct relationships.</p> <p>5 Q. I think you testified earlier,</p> <p>6 Mr. Farber, that all advertisers that use Meta,</p> <p>7 Instagram or Facebook to advertise also have</p> <p>8 access to the Meta Audience Network. Is that</p> <p>9 correct?</p> <p>10 A. Except from the distinction of</p> <p>11 Instagram and Facebook, yes.</p> <p>12 Advertisers come to a tool called ad</p> <p>13 manager, and this gives them access to all</p> <p>14 matter of fees as a whole, yep.</p> <p>15 Q. And I think you testified to this</p> <p>16 earlier, but I'll just ask again.</p> <p>17 Do advertisers that use the Audience</p> <p>18 Network also advertise on Facebook?</p> <p>19 A. Yes.</p> <p>20 Q. And do advertisers that use the</p> <p>21 Audience Network also advertise on Instagram?</p> <p>22 A. Yes.</p> <p>23 Q. Do the advertisers that use the</p> <p>24 Audience Network include small businesses?</p> <p>25 A. Yes.</p> |
| <p style="text-align: right;">Page 27</p> <p>1 A. Is that the question?</p> <p>2 We maintain direct publisher</p> <p>3 relationships for a number of reasons.</p> <p>4 Contractor terms and conditions are key to make</p> <p>5 sure that the publishers that we work with</p> <p>6 respect our code of conduct, respect our</p> <p>7 community guidelines.</p> <p>8 It's critical for us to have, as I</p> <p>9 said, advertiser value and user value, not just</p> <p>10 publisher value, and so ensuring that we don't</p> <p>11 work with publishers that would not adhere to</p> <p>12 what we consider critical for good user value,</p> <p>13 i.e., no fraud, no spam, no porn, no illegal</p> <p>14 stuff, is key.</p> <p>15 Beyond this, there is a strategic</p> <p>16 angle, like I mentioned. A lot of the</p> <p>17 publishers are advertisers as well. As we</p> <p>18 create ecosystem value, we care a lot about</p> <p>19 creating good ROAS, or return on ad spend, for</p> <p>20 developers. This can happen both as a</p> <p>21 publisher and an advertiser. And usually it</p> <p>22 works quite well when you're on both sides of</p> <p>23 the net, as you can essentially both acquire</p> <p>24 users and monetize them under one roof, which</p> <p>25 flywheels into better return on ad spend for</p> | <p style="text-align: right;">Page 29</p> <p>1 MS. WOOD: Objection to form.</p> <p>2 THE WITNESS: Sorry.</p> <p>3 The answer was yes.</p> <p>4 Q. Thank you.</p> <p>5 What's the value proposition that</p> <p>6 Meta Audience Network offers advertisers?</p> <p>7 A. Meta Audience Network, the same as</p> <p>8 the rest of Meta, allows advertisers, small and</p> <p>9 big, to fulfill their marketing objectives.</p> <p>10 (Reporter clarification.)</p> <p>11 THE WITNESS: And therefore have</p> <p>12 positive return on their investment or return</p> <p>13 on their ad spend.</p> <p>14 Advertisers, as I mentioned, would</p> <p>15 have different marketing objectives. We tend</p> <p>16 to look at this as a funnel from the top, which</p> <p>17 would be reach, just having as many people or</p> <p>18 as many specific people see your ad as</p> <p>19 possible, all the way through considering</p> <p>20 making a purchase for a conversion event in the</p> <p>21 future through different types of conversions,</p> <p>22 which could be anything from purchase, app</p> <p>23 install, subscription and retention.</p> <p>24 Meta Audience Network, as the rest</p> <p>25 of Meta, serves advertisers across all of those</p> |

| | |
|---|--|
| <p style="text-align: right;">Page 30</p> <p>1 objectives.</p> <p>2 BY MR. BITTON:</p> <p>3 Q. What does Meta believe makes its</p> <p>4 Audience Network attractive to advertiser</p> <p>5 customers?</p> <p>6 A. At the fundamental level, it's what</p> <p>7 I just said, which is it allows them like other</p> <p>8 surfaces that aren't Audience Network to</p> <p>9 fulfill their objectives.</p> <p>10 On a more granular level</p> <p>11 specifically to Audience Network, it increases</p> <p>12 the reach as it allows them to serve ads and</p> <p>13 fulfill marketing objectives across more</p> <p>14 opportunities, across more impressions, through</p> <p>15 serving those ads with more apps, and therefore</p> <p>16 statistically more advertisers can essentially</p> <p>17 fulfill their objectives.</p> <p>18 Another component here is the cost</p> <p>19 of media. The cost of impressions tend to be</p> <p>20 lower for the most part on Audience Network</p> <p>21 versus the rest of Meta, all Meta's owned</p> <p>22 surfaces, which helps all publishers but --</p> <p>23 sorry -- all advertisers, but definitely small</p> <p>24 and medium businesses or those who have lower</p> <p>25 value conversions to fulfill their objectives.</p> | <p style="text-align: right;">Page 32</p> <p>1 record because I think -- I feel like --</p> <p>2 MS. PILLAI: Sure.</p> <p>3 MR. BITTON: Thank you.</p> <p>4 Are we off the record?</p> <p>5 THE VIDEOGRAPHER: The time is</p> <p>6 12:41 p.m. We're going off the record.</p> <p>7 (Recess was taken from 12:41 p.m. to</p> <p>8 12:47 p.m.)</p> <p>9 THE VIDEOGRAPHER: The time is</p> <p>10 12:47 p.m. We're back on the record.</p> <p>11 Please proceed, Counsel.</p> <p>12 BY MR. BITTON:</p> <p>13 Q. Mr. Farber, I think we just</p> <p>14 introduced an exhibit. I see it on screen.</p> <p>15 Are you able to see it as well?</p> <p>16 A. I can, yes.</p> <p>17 Q. Great. Thank you.</p> <p>18 Give me a moment here.</p> <p>19 Do you recognize this exhibit or</p> <p>20 this document, Mr. Farber?</p> <p>21 A. I may have seen this in passing, but</p> <p>22 I don't have deep context.</p> <p>23 Q. And at the top it refers to Pub</p> <p>24 Solutions Engineering.</p> <p>25 Do you see that?</p> |
| <p style="text-align: right;">Page 31</p> <p>1 Q. Oh, my apologies. I think I was on</p> <p>2 mute here. So sorry about that. I'm going to</p> <p>3 have to repeat that.</p> <p>4 Mr. Farber, we're going to introduce</p> <p>5 our first exhibit today, and we'll mark it as</p> <p>6 exhibit Meta 1. The document should be</p> <p>7 accessible to all participants through Veritext</p> <p>8 Exhibit Share in the Marked Exhibit folder.</p> <p>9 It's a document titled Pub Solutions</p> <p>10 Engineering. It's dated May 9th, 2017 and has</p> <p>11 the Bates No. FBDOJ012357635.</p> <p>12 And can the tech operator please</p> <p>13 project Exhibit Meta 1.</p> <p>14 (Meta Exhibit 1, Pub Solutions</p> <p>15 Engineering, FBDOJ012357635-646, marked for</p> <p>16 identification.)</p> <p>17 THE REPORTER: I have to say there</p> <p>18 is a lot of background noise going on in</p> <p>19 addition to all the other issues I'm having.</p> <p>20 It sounds like someone tearing paper or</p> <p>21 something. It's very loud. The mics are very</p> <p>22 sensitive.</p> <p>23 (Discussion was held off the</p> <p>24 record.)</p> <p>25 MR. BITTON: Can we go off the</p> | <p style="text-align: right;">Page 33</p> <p>1 A. Yes.</p> <p>2 Q. What is Pub Solutions Engineering?</p> <p>3 A. I believe this was one of the main</p> <p>4 teams that worked on Audience Network during</p> <p>5 those years.</p> <p>6 Q. Okay. And was this document</p> <p>7 prepared in the ordinary course of Meta's</p> <p>8 business?</p> <p>9 A. Sorry. Could you ask this again.</p> <p>10 Q. Yes.</p> <p>11 Was this document prepared in the</p> <p>12 ordinary course of Meta's business?</p> <p>13 A. I'm not sure I understand.</p> <p>14 What do you mean by "the ordinary</p> <p>15 course"?</p> <p>16 Q. Is this a document that was produced</p> <p>17 or created by Meta personnel in the ordinary</p> <p>18 course of their business activities?</p> <p>19 A. It would seem so, but I can't</p> <p>20 attest.</p> <p>21 I don't see any reason why it would</p> <p>22 not be.</p> <p>23 Q. Okay. I would like to move to the</p> <p>24 page ending in Bates No. FBDOJ012357637.</p> <p>25 A. That's Page No. 3 in the order.</p> |

| | |
|--|---|
| <p style="text-align: right;">Page 34</p> <p>1 Right?</p> <p>2 Q. Yes, I believe that's correct.</p> <p>3 Yes, that's correct.</p> <p>4 So there's a Bates number at the</p> <p>5 bottom, Mr. Farber, and it ends -- this</p> <p>6 particular page ends in 637.</p> <p>7 A. I have it. Thank you.</p> <p>8 Q. And I'd like to direct your</p> <p>9 attention, Mr. Farber, to the bullet point at</p> <p>10 the bottom of the page where it has bolded</p> <p>11 Advertiser Demand.</p> <p>12 Do you see that?</p> <p>13 A. Yes.</p> <p>14 Q. What is advertiser demand?</p> <p>15 A. So I am just going to read through</p> <p>16 this very quickly so I give you the right</p> <p>17 answer with more context.</p> <p>18 Q. Yes, please.</p> <p>19 A. (Reviewing document.)</p> <p>20 We tend to call advertiser demand</p> <p>21 advertiser demand interchangeably.</p> <p>22 If publishers or publishers' digital</p> <p>23 entities or inventory are considered supply,</p> <p>24 then advertiser ads are considered a demand.</p> <p>25 They are buying the inventory.</p> | <p style="text-align: right;">Page 36</p> <p>1 two-sided marketplace?</p> <p>2 A. Because it connects two businesses,</p> <p>3 one being the publishers, the other one being</p> <p>4 the advertisers, supply and demand.</p> <p>5 Q. Okay. It says here: "AN," so</p> <p>6 Audience Network, "needs to be more valuable</p> <p>7 for advertisers and give them the controls they</p> <p>8 need to get more out of our network."</p> <p>9 It then proceeds to say: "Further,</p> <p>10 this is -- this will drive more competitive</p> <p>11 CPMs for our publishers."</p> <p>12 Do you see that?</p> <p>13 A. I do.</p> <p>14 Q. What are CPMs?</p> <p>15 A. Cost per 1,000 impressions.</p> <p>16 Q. And what does that mean?</p> <p>17 A. Oh, sorry.</p> <p>18 It means the cost for each 1,000</p> <p>19 impressions that would be served on a</p> <p>20 publisher's website or app.</p> <p>21 So let's assume a publisher serves</p> <p>22 1,000 impressions per day or has 1,000 users or</p> <p>23 1,000 ads served in front of users per one day.</p> <p>24 The cost for those 1,000 impressions will be,</p> <p>25 let's say, \$1. The advertiser will pay \$1 for</p> |
| <p style="text-align: right;">Page 35</p> <p>1 Q. Okay. It proceeds to say</p> <p>2 here after -- it says after Advertiser Demands,</p> <p>3 it says: "We must improve our product for</p> <p>4 advertisers and broaden our appeal to more</p> <p>5 advertisers, especially in brands."</p> <p>6 Do you see that?</p> <p>7 A. Yes.</p> <p>8 Q. And then it goes on to say: "We are</p> <p>9 creating a two-sided marketplace, and in order</p> <p>10 for us to hit our growth goals, AN needs to be</p> <p>11 more valuable for advertisers and give them the</p> <p>12 controls they need to get more out of our</p> <p>13 network."</p> <p>14 Do you see that?</p> <p>15 A. Yes.</p> <p>16 Q. Where it says "AN," does that refer</p> <p>17 to the Audience Network?</p> <p>18 A. That is correct.</p> <p>19 Q. And it says here: "We are creating</p> <p>20 a two-sided marketplace."</p> <p>21 Is that, to your best understanding,</p> <p>22 referring to the Audience Network?</p> <p>23 A. That is correct, the Audience</p> <p>24 Network is a two-sided marketplace.</p> <p>25 Q. And why is the Audience Network a</p> | <p style="text-align: right;">Page 37</p> <p>1 those thousand impressions. The publisher will</p> <p>2 receive \$1 for those 1,000 impressions, margins</p> <p>3 aside for simplicity.</p> <p>4 Q. Okay. And when you say "margins</p> <p>5 aside for simplicity," what margins are you</p> <p>6 referring to?</p> <p>7 A. The marketplace or Audience Network</p> <p>8 will have a margin that it takes.</p> <p>9 It operates on a rev share, revenue</p> <p>10 share, business.</p> <p>11 Q. And what do you mean when you say</p> <p>12 the Audience Network operates on a revenue</p> <p>13 share business?</p> <p>14 A. For simplicity, an advertiser will</p> <p>15 pay Meta \$1.</p> <p>16 Let's assume that Meta's revenue</p> <p>17 share is 50/50, 50 percent for Meta, 50 percent</p> <p>18 for the publisher. The publisher will receive</p> <p>19 50 cent, Meta will receive 50 cent, for those</p> <p>20 said 1,000 impressions at a \$1 CPM.</p> <p>21 Q. And in that scenario that you just</p> <p>22 outlined, Meta's -- Audience Network's revenue</p> <p>23 share would be 50 percent?</p> <p>24 MS. WOOD: Objection to the form.</p> <p>25 THE WITNESS: Yeah, that would be</p> |

| | |
|--|---|
| <p style="text-align: right;">Page 286</p> <p>1 THE VIDEOGRAPHER: Please stand by.</p> <p>2 THE WITNESS: Thank you.</p> <p>3 MS. PILLAI: Before we go off the</p> <p>4 record, I just want to request to read and sign</p> <p>5 the transcript.</p> <p>6 MS. WOOD: Yeah, I think the errata</p> <p>7 in particular will be really important, so</p> <p>8 obviously we'll all do that to the best of our</p> <p>9 ability.</p> <p>10 But to the extent that you and the</p> <p>11 witness can pay especially close attention, I</p> <p>12 think that would be helpful for the clarity of</p> <p>13 the record.</p> <p>14 THE REPORTER: Yes, it would.</p> <p>15 MS. PILLAI: Absolutely.</p> <p>16 MR. BITTON: And we'll do the same.</p> <p>17 MS. PILLAI: We'd also like to</p> <p>18 request a rough if that's possible.</p> <p>19 THE REPORTER: Yes. I will be in</p> <p>20 touch via e-mail for orders.</p> <p>21 MS. WOOD: All right. Thanks all.</p> <p>22 MR. BITTON: Thank you.</p> <p>23 THE VIDEOGRAPHER: Please stand by</p> <p>24 while I go off the record.</p> <p>25 The time is 7:34 p.m. This</p> | <p style="text-align: right;">Page 288</p> <p>1 District of Columbia, to wit:</p> <p>2 I, Stacey L. Daywalt, a Notary</p> <p>3 Public of the District of Columbia, do hereby</p> <p>4 certify that the within-named witness remotely</p> <p>5 appeared before me at the time and place herein</p> <p>6 set out, and after having been duly sworn by</p> <p>7 me, according to law, was examined by Counsel.</p> <p>8 I further certify that the</p> <p>9 examination was recorded stenographically by me</p> <p>10 and this transcript is a true record of the</p> <p>11 proceedings.</p> <p>12 I further certify that I am not of</p> <p>13 counsel to any of the parties, nor an employee</p> <p>14 of counsel, nor related to any of the parties,</p> <p>15 nor in any way interested in the outcome of</p> <p>16 this action.</p> <p>17 As witness my hand and Notarial Seal</p> <p>18 this 20th day of September, 2023.</p> <p>19</p> <p>20 </p> <p>21</p> <p>22 Stacey L. Daywalt, Notary Public</p> <p>23 My Commission Expires: 4/14/2026</p> <p>24</p> <p>25</p> |
| <p style="text-align: right;">Page 287</p> <p>1 concludes today's testimony given by Mr. Omri</p> <p>2 Farber. We're now off the record.</p> <p>3 (Deposition adjourned at 7:34 p.m.)</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> | <p style="text-align: right;">Page 289</p> <p>1 Kavita Pillai, Esq.</p> <p>2 kpillai@cov.com</p> <p>3 September 20, 2023</p> <p>4 RE: United States, Et Al v. Google, LLC</p> <p>5 9/18/2023, Omri Farber (#6095791)</p> <p>6 The above-referenced transcript is available for</p> <p>7 review.</p> <p>8 Within the applicable timeframe, the witness should</p> <p>9 read the testimony to verify its accuracy. If there are</p> <p>10 any changes, the witness should note those with the</p> <p>11 reason, on the attached Errata Sheet.</p> <p>12 The witness should sign the Acknowledgment of</p> <p>13 Deponent and Errata and return to the deposing attorney.</p> <p>14 Copies should be sent to all counsel, and to Veritext at</p> <p>15 erratas-cs@veritext.com</p> <p>16</p> <p>17 Return completed errata within 30 days from</p> <p>18 receipt of testimony.</p> <p>19 If the witness fails to do so within the time</p> <p>20 allotted, the transcript may be used as if signed.</p> <p>21</p> <p>22 Yours,</p> <p>23 Veritext Legal Solutions</p> <p>24</p> <p>25</p> |